

Newsletter and Website Manager Job Description

1. STATEMENT OF COMMITMENT TO CHILD SAFETY

We are committed to child safety. We want children to be safe, happy and empowered and have zero tolerance of child abuse. We understand our legal and moral obligations to treat all concerns seriously and to report allegations and concerns about a child/ren's safety and wellbeing to authorities. We are committed to the cultural safety of all children including Aboriginal children, children from culturally and/or linguistically diverse backgrounds, and to providing a safe environment for children with a disability.

2. POSITION PURPOSE

The Marketing Assistant – Website purpose is to support the Marketing officer through updating the SPK website in line with the website content plan.

To create and distribute the newsletter once a term

3. KEY ATTRIBUTES OF THE ROLE

This role is suitable for someone who:

- Can communicate effectively with committee members/ teachers and external providers to collate the required information
- Is computer literate, basic programs/ skills required: Microsoft Office; Basic design or photo editing programs (eg. MS Paint, Canva, Illustrator, Powerpoint), Content Management Software (WIX), Google Analytics
- This role does not require attendance at CoM meetings

4. KEY RESPONSIBILITIES AND ACTIVITIES

| | |
|--|------------------------------------|
| Key Responsibility: | UPDATE THE CONTENT FOR THE WEBSITE |
| Activities <ul style="list-style-type: none"> ▪ Request content update from CoM & Teachers monthly as required ▪ Update monthly content sections as required in line with the content request responses plus refer to 2020 Content Plan if no response from teachers: <ul style="list-style-type: none"> • Artwork of the Month section • Upcoming Events section • Sessions and program updates ▪ Support Artwork of the Month with a Audiri post ▪ Run a monthly Google Analytics report supported by topline commentary on key site statistics for the Marketing & Communication Officer to discuss at CoM meetings ▪ Update website with reviewed and approved policies | |

| | |
|---|---|
| Key Responsibility: | NEWSLETTER PREPARATION AND DISTRIBUTION |
| Activities <ul style="list-style-type: none"> ▪ Collate information, edit, prepare and publish quarterly newsletter into an existing or newly created template ▪ Advise the Committee of Management when contributions are required for upcoming newsletters ▪ Ensure regulatory items are included to meet policy and curriculum requirements (refer to Recurrent SPK Newsletter Items document in GDRIVE) ▪ Monitor distribution channels to ensure all families receive the newsletter eg. Email, Skoolbag, hard copy in foyer | |